

Listing of the claims:

1. - 2. (Canceled)

3. (Currently Amended) A method for a computer based personal advertising system, said method comprising the steps of:

administering to a first user taking a first test via the Internet where said first test includes viewing presenting a set of at least two visual images to said first user and expressing receiving said first user's preferences based on said visual images;

storing said first user's preferences;

generating a profile of said first user according to the visual preferences of said first user;

~~administering to a second user taking a second test via the Internet where said second test includes viewing visual images and expressing preferences based on said visual images;~~

~~storing said second user's preferences;~~

~~comparing said first user's preferences with said second user's preferences;~~

generating a profile of said second user according to the results of said second test;

comparing said profile of said first user to said profile of said second user; and

matching said first user with said second user ~~according to~~  
~~said comparing according to visual preferences, whenever said~~  
~~profile of said first user matches said profile of said second~~  
~~user.~~

4. (Previously Presented) A method according to claim 3,  
wherein said method further comprises the step of:  
said system notifying said first user of said matching.

5. (Previously Presented) A method according to claim 4,  
wherein said notifying is performed via electronic mail.

6. (Previously Presented) A method according to claim 4,  
wherein said notifying is performed via telephone.

7. (Previously Presented) A method according to claim 4,  
wherein said method further comprises the step of:  
said first user contacting said second user via electronic  
mail.

8. (Previously Presented) A method according to claim 4,  
wherein said method further comprises the step of:  
said first user contacting said second user via telephone.

9. (Previously Presented) A method according to claim 3, wherein said visual images include a video.

10. (Previously Presented) A method according to claim 3, wherein said matching occurs with a partial match of said first and second user's preferences.

11. (Currently Amended) A method for a computer based personal advertising system, said method comprising the steps of:

administering to a first set of users user taking a first test via the Internet where said first test includes viewing presenting visual images to said first users and making acquiring said first users' selections based on said visual images;

storing said first ~~user's~~ users' selections;

generating profiles of said first users based on said first users' selections;

administering to a second set of users user taking a second test via the Internet where said second test includes presenting options to said second users and acquiring said second users' selections ~~viewing visual images and making selections based on said visual images;~~

storing the second ~~user's~~ users' selections;

generating profiles of said second users based on said second users' selections;

comparing said first ~~user's selections~~ users' profiles with said second ~~user's selections~~ users' profiles; and

matching at least one of said first users said first users with at least one of said second users said second user according to said comparing visual preferences, whenever the results of said comparison between said first users' profiles and said second users' profiles.

12. (Previously Presented) A method according to claim 11, wherein said method further comprises the step of:

said system notifying said first user of said matching.

13. (Previously Presented) A method according to claim 12, wherein said notifying is performed via electronic mail.

14. (Previously Presented) A method according to claim 12, wherein said notifying is performed via telephone.

15. (Previously Presented) A method according to claim 12, wherein said method further comprises the step of:

said first user contacting said second user via electronic mail.

16. (Previously Presented) A method according to claim 12, wherein said method further comprises the step of: said first user contacting said second user via telephone.

17. (Previously Presented) A method according to claim 11, wherein said visual images include a video.

18. (Previously Presented) A method according to claim 11, wherein said matching occurs with a partial match of said first and second user's selections.

19. (Currently Amended) A method for a computer based personal advertising system, said method comprising the steps of:

presenting to a first user viewing visual images via the Internet and providing receiving input data from the first user based on said visual images;

storing said first user's input data;

generating a profile for said first user from said first user's input data;

presenting to a set of second users options a second user viewing visual images via the Internet and providing receiving input data based on said visual images from said second users;

storing the ~~second user's~~ input data from said second users;

generating profiles for said second users from said second users' input data;

comparing said first user's ~~input data~~ profile with said ~~second user's input data~~ users' profiles; and

matching said first user with at least one of said second user second users according to said comparing the results of the visual preference comparison.

20. (Previously Presented) A method according to claim 19, wherein said method further comprises the step of:

said system notifying said first user of said matching.

21. (Previously Presented) A method according to claim 20, wherein said notifying is performed via electronic mail.

22. (Previously Presented) A method according to claim 20, wherein said notifying is performed via telephone.

23. (Previously Presented) A method according to claim 20, wherein said method further comprises the step of:

said first user contacting said second user via electronic mail.

24. (Previously Presented) A method according to claim 20, wherein said method further comprises the step of:

said first user contacting said second user via telephone.

25. (Previously Presented) A method according to claim 19, wherein said visual images include a video.

26. (Previously Presented) A method according to claim 19, wherein said matching occurs with a partial match of said first and second user's input data.

27 - 62. Cancelled.